

VOLUME 14

September, 1936

NUMBER 4

Plain Talks

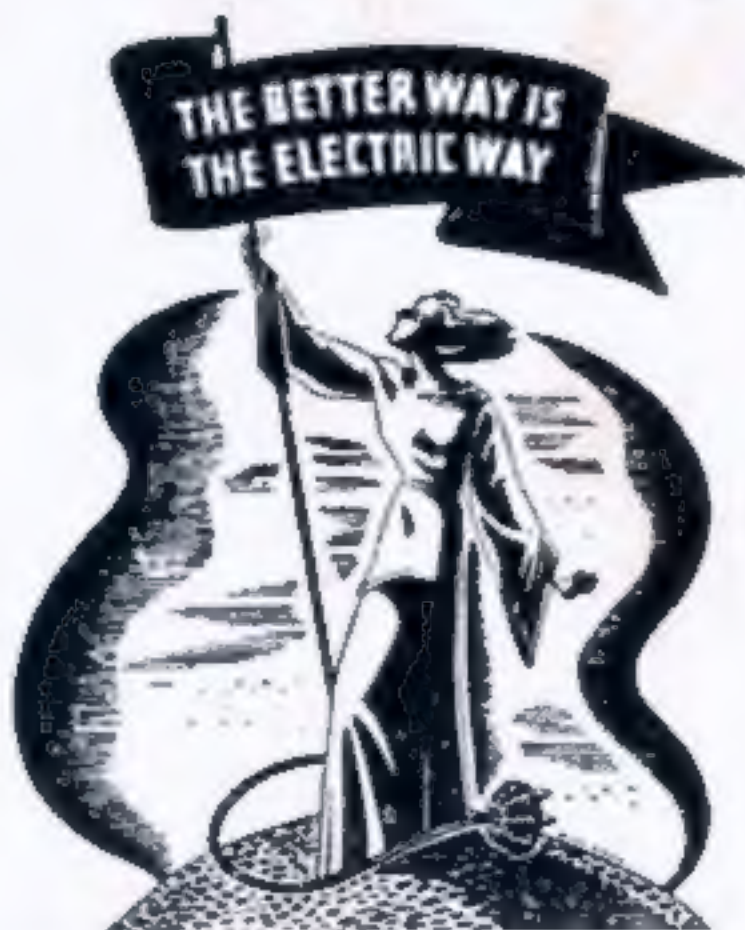


it's time to
**FILL EMPTY
SOCKETS**



Days are getting shorter. We use our eyes in artificial light more hours each day. Check your own lighting and remind your friends to see that empty sockets in their homes are filled. And this is important . . . see that a mazda of adequate size is used in each socket.

Better Light Better Sight



new residential rates announced

Throughout the system, on September 3, we announced new residential rates to become effective with meter readings after September 30. Approximately four of every five home customers immediately benefit.

Under the new schedule, the rate for "limited use" has been discarded. Lighting and small appliance customers now receive the rate previously available only to those with electric refrigeration. The room count feature has been eliminated from this rate and also has been removed from the range-refrigerator rate.

As a result of the changes we now have three rates for residential service where formerly there were four. There is the rate for general residential use, the rate for customers with both refrigerator and range, and the time controlled rate for water heating.

The following statement was issued by the company in connection with the announcement of the new schedule:

"The price of electricity in this instance very obviously is going contrary to the trend. Prices generally are skyrocketing. The price of electricity is now lower than ever before.

"This same condition was true, you will recall, in the nineteen-twenties. Although living costs climbed, we consistently adjusted and revised our rates downward to encourage more universal use of electricity in the home. It was in 1929, while the "boom" was at its peak, that we again inaugurated new, low

promotional rates which have been reduced even further during the past few years. The present reduction, plus that made in commercial rates on August 1, amounts to an appreciable sum.

"As in the present instance, justification for past reductions was the fact that new and useful electrical appliances were reaching a stage of perfection, and the lower rates speeded up their acceptance in the home. The radio, the electric refrigerator, the electric range, and the water heater have become popular during the past decade. Low rates made possible widespread enjoyment of these things. By lowering rates again, we hope to encourage still more universal enjoyment of these things, which mean so much in better living.

"Although there is naturally a limit, as in the case of any manufacturer, to the extent which such a program can be carried, our policy always has been to make rates as low as sound business principles permit to encourage our customers to use our product in greater volume. The average person today uses many times the amount of electricity as when electricity was used almost exclusively for lighting and ironing the weekly wash, but the bill, as a result of consistent rate reductions, has not increased in proportion.

"Some of the increased use that home customers make of electric service is due to the introduction of brand new devices such as the radio, and in most instances electricity has replaced some other methods, as in the case of refrigeration, cooking and water heating. Low rates have made this possible at a cost easily within the budget. The increased use home customers have voluntarily made of electricity during so-called depression years demonstrates the reasonableness of the low rates that have prevailed."

new designs make many rural extensions possible . . .

By Jim Coltharp

"Cut the cost of your lines from 15 to 35%—build them safe—comply with National Safety Codes—strip the line of all accessories that are not absolutely essential to render satisfactory and dependable service—so design your line that it will be practical from a financial standpoint to extend service into twenty communities, which we have been unable to serve for the past ten years."

This was certainly a large order to give the electrical engineers of the Gulf States Utilities Company, but by sharpening our pencils, close collaboration with the leading electrical manufacturers of the United States, by studying all similar constructions which had been previously executed, by devising several new plans, by so designing the electrical circuits that one of the conductors safely does double duty, (that is, it carries both a high voltage and a low voltage current), by the use of every known labor-saving device, the company can cite the following definite accomplishments:

Within the past year, service has actually been extended to four hundred and fifty-five rural customers. Eighty-five miles of lines have been built. Approval has been secured to build forty-two more miles, and probably will be secured to build twenty-five more.

Continued on page 10



Above picture shows the new type of rural distribution. In the background is the school at China, Texas, one of the buildings served by it.

general sales meeting one of best

A general sales meeting held at the Beaumont Little Theatre on July 18, proved most helpful to superintendents and sales department employees.

Many splendid ideas were advanced in talks made by Rev. Meade Brown, of Port Arthur, Parker Holden, president of Electromaster's advertising agency and other speakers. In addition, the famous Borden & Busse film pictured tried and true methods of overcoming sales resistance.

The gathering afforded an opportunity to welcome Mr. Riegel as general sales manager and to say goodbye to the McChesneys. Lovely gifts from employees were presented to Mr. and Mrs. McChesney, after Mr. McChesney's farewell address.

news of ex-employees

Our last goodbye was said to P. E. McChesney, on August 15, as he returned to get Mrs. McChesney and Betty Jean to go to their new home in Richmond, Virginia. The Riegels are now settled in the former McChesney residence.

It did our old hearts good to have a visit around the office from our former Treasurer, P. R. Williams. He was here for several days.

The A. R. Watsons were visitors during August. Both business and pleasure brought them back to their ex-home and many Beaumont friends.

The Lee McClurkins paid a hurried visit to Beaumont, September 3rd. Lee dropped by the office for a few minutes to say hello to friends.

Beaumont main office building to go modern



Estelle Taylor and R. O. "Hop" Hopkins were quietly married on August 26, in Fort Worth, with only close friends and relatives present. Both Estelle and Hop have company co-workers and friends of long standing, Estelle having worked in the distribution department and then in Beaumont bookkeeping department for a number of years, while Hop has been a member of the distribution department since long ago A. & M. days. They're now 'at home' to friends on 1862 Hazel Street.

F. R. Yeatman, transferred a few months ago from the Lake Charles office to Beaumont accounting department, was married August 10, to Miss Joyce Houston, in Lake Charles. They're living in the Duke Apartments on Forrest Street.

Shirley Laughman, Beaumont accounting department comptometer operator for the past two years, was married to Loris Van Riper, on Thursday morning, September 3rd. The wedding took place in the Rectory of St. Anthony's Church, in Beaumont, with only relatives and friends present. The bride and groom are spending a few days in Houston and Galveston, after which they plan to make their home in Beaumont.

Letha Pearl Holland, and W. T. "Bill" Ricks, were married the night of September 3rd, in the First Baptist Church at Silsbee. A number of Beaumont friends were among the large crowd who witnessed the wedding. After a trip to Fort Worth and Dallas, they are now at home at 1876 Pennsylvania Avenue. Both Letha Pearl and Bill belong to the Gulf States family, Letha Pearl being a former stenographer in the Silsbee office, and Bill an old-timer in the Beaumont accounting department.

CONGRATULATIONS AND BEST WISHES
FROM ALL GULF STATES FRIENDS!

Get ready for the hammer and the saw, is the warning to employees of the main office building in Beaumont! Contract has been let to G. Sargl, former Stone & Webster construction engineer, for a new first floor front, approved early this year, and work will begin as soon as materials are assembled.

The new front and show windows will extend the width of the present building and take in the old train shed. The plans include proper lighting for the windows and a marquee over the center entrance. Similar to theatre fronts, this will carry a lighted sign telling the public about "electric cooking", "electric water heating", or about any appliances that we might be campaigning at the time.

Plans to use the space under the present train shed, at the rear of the new show windows for temporary offices for the merchandise, advertising and billing departments, also are under way. This is to be air conditioned.

new billing machine purchased

The billing department is preparing to move into new quarters with new and much more efficient equipment with which to bill our customers.

An automatic addressograph and three new billing machines with the very latest improvements have been purchased. The machines operate thirty per cent faster than the old ones and are equipped with automatic bill ejectors which lessen the handling of the bills by the operators. In addition, these machines give various totals in kilowatt hours and money, by rates, which will effect a saving in the work of breaking down and checking by comptometer operators.

DeBouy spends week in New York

Say, did you hear about it? Julius DeBouy flew all the way to New York in an airplane! They had some special work up in the New York office that it took an expert statistician to do, so they wired him to come.

record made on major appliance sales

A new all-time record for the sale of ranges and water heaters in a sixty-day campaign was established in our July-August activity. We sold 529 ranges and 150 water heaters, an increase of 27 per cent over results for the same two months last year. In addition, although they were not campaigned, we added 352 refrigerators, for a total of 1,031 major appliances, an increase of 32 per cent.

BETTER LIGHT FOR BETTER SIGHT CAMPAIGNED FOR FALL

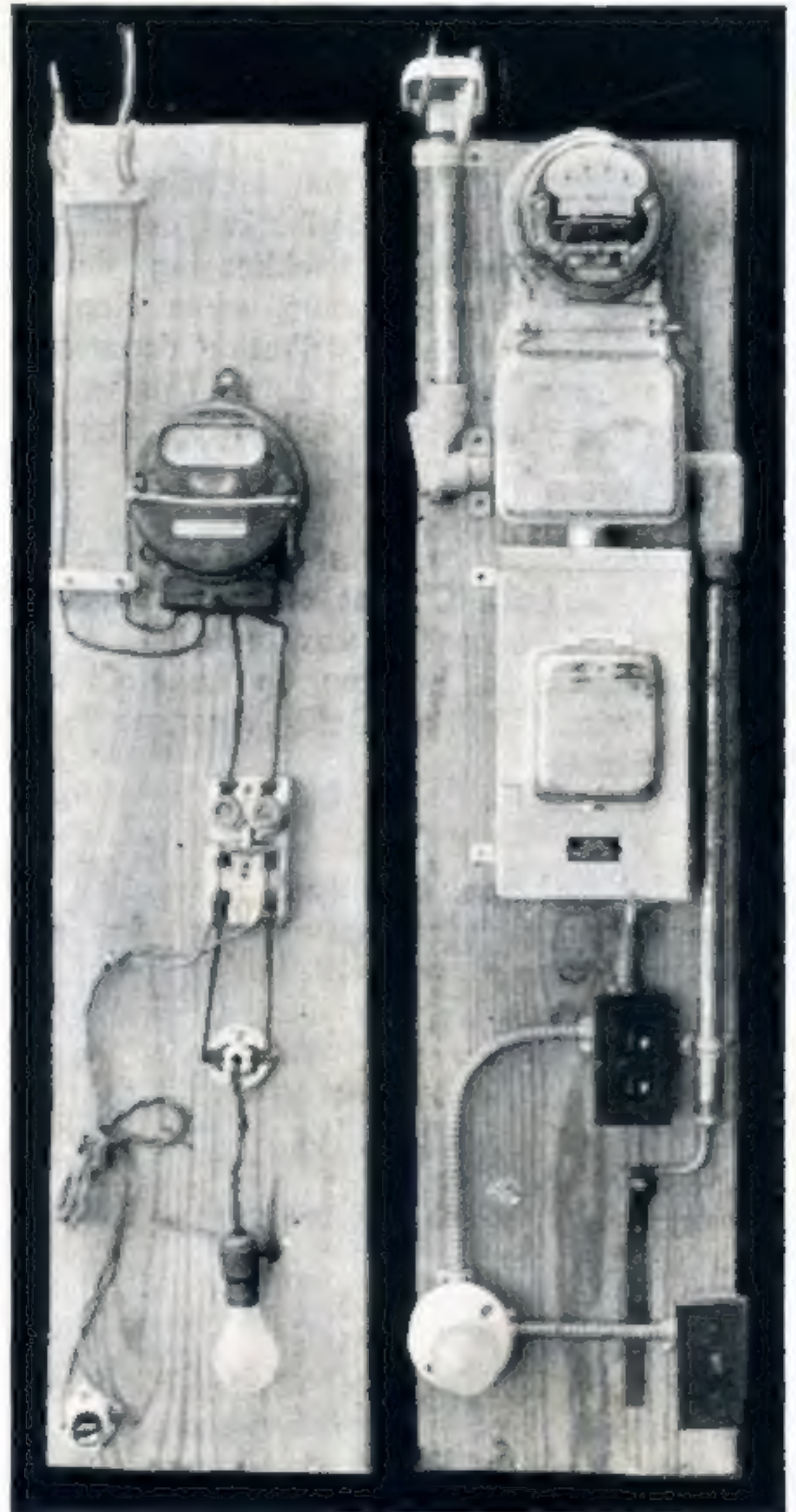
During the months of September and October, we are pushing "better light for better sight" throughout the home, emphasizing in September the fact that 75 watt lamps and larger are needed in kitchens and in fixtures in other rooms to provide adequate illumination, while in October, the sale of approved I. E. S. lamps will be pushed.

Lighting is the first and fundamental service that we provide and while lighting standards have been greatly improved as a result of our past campaigns on the sale of 6-60's and I. E. S. lamps, illumination throughout the average home is far from being ideal.

No doubt, within our own families, because of the emphasis placed on 6-60's, the idea has taken root that a 60 watt lamp is sufficient for all purposes. This, of course, is not true. Even the smallest kitchens need at least a 75 watt lamp. Shaving is made easier and you can see to get all the whiskers when there's good lighting over the bathroom mirror. The dark shades of old portable lamps absorb light. They can't provide adequate illumination unless you replace small globes with larger mazdas. Rouge and powder go on more smoothly under good lighting at each side of the dressing table mirror.

These and many more places in the home need better lighting. Mazdas are cheaper than ever before, and the new rate makes the use of electricity for better lighting possible with very little increase in bill.

Conroe employees demonstrate elec- trical safety



The above meter installations, each mounted on a board, illustrate the old and more or less dangerous open-wiring meter installation, left, as compared to the new method of enclosed wiring job, on the right. These were made up and used by Superintendent Ray Hereford, and other Conroe employees, who were asked to take care of the "electrical side of safety in the

Continued on page 8

here and there around the company in Beaumont

stork news

Since the last issue of Plain Talks, the stork has paid lots of visits around Gulf States homes.

To the H. C. Levois', Lake Charles, a daughter Charolette Christine, on Saturday, August 1.

To the A. J. Dubus', Lake Charles, a son, A. J. Jr., Tuesday, August 11.

To the R. J. Landrys, Lake Charles, a son, John Alfred, Sunday, August 9.

To the J. B. Crabbes, Beaumont, a seven-pound boy, Charles Burton, Monday, August 10.
To the Arcy Bornes, Port Arthur, a daughter, May 31.

Friends of Myrtle and George H. Johnson, who are now up in the Navasota division, are glad to learn of the improved condition of their little son, Jerre Lynn, Born Tuesday, August 4.

Bobby Riegel a champ golfer

Bobby Riegel, a son of our new general sales manager, was enroute to Texas from Richmond as Plain Talks went to press. It is presumed that he will bring with him his golf clubs and the many trophies he has won with them. In losing Bobby to Texas, Virginia is losing her No. 1 golfer and the sport writers of the Richmond papers took many columns to review his record on the even of his departure. His string of victories include many school, country club and state tournaments. He has been southern amateur champion and champion of the middle Atlantic. He has played with, and beaten on occasion, some of golf's most famous. His best round was a 65.

It is reported that company golfers are lying awake nights wondering just how many strokes to ask when they meet Bobby in the near future.

The Tom P. Walkers are vacationing in New Rochelle, New York . . . Sybil Duke and her mother drove to Kansas City in early July for a week's vacation . . .

FLASH! The Eddie Adams' are now walking the floor nights with the second addition to the family—another little Chow dog. (Not Teddy's child—some friend's!)

Mary Lilyerstrom, quite ill for a few days, has recovered and is now back on the job after a vacation with her mother in Knoxville, Illinois. . . It was like old times having Sister DeBouy, Jane Adams, Evelyn Fontana and Estelle Pipkin Kennedy around for several days doing temporary rush stenographic work.

Jack Reidy joined his family in El Reno, Oklahoma, for a delightful vacation "riding the range". They returned to Beaumont September 1st.

The Fred Johnsons vacationed with relatives and friends in Mississippi and Louisiana, bringing Mr. Johnson's mother back with them for a visit.

The "Rip" Swifts spent an excited vacation, preparing for the wedding of their daughter, Elsa, to Mr. Clayton Kune, of Grand Island, Nebraska, which took place in the Lake Charles Methodist Church on August 22nd. Best wishes of Gulf States friends go with the couple.

—ILLUMINATING

H. R. Whiton and family, August 23 to September 8, to Hingham, Massachusetts, the 'old home town'. . . Clarence Barron, July 12 to 25, Reserve Training Camp with Coast Artillery Unit at Fort Crockett, Galveston.

—POWER SALES

O. G. Floyd, July 12 to 25, to Chicago, St. Louis, and Terre Haute, Indiana, (the old home town again) to join family and drive them home. . . Dorothy Seale, August 26 to September 9, "dude ranching" at Noel, Missouri, and then to Centennial.

Continued on page 6

kwh peak load breaks record . . .

Several days during August saw the previous records in kilowatt hour peak load "busted," and August 12 made the present record for the system 57,680 kw-h.

The total power produced for the month of August was the second largest in our history, being exceeded only by the month of July, 1930. High hopes were held out for breaking this record, but rain during the last ten days of the month caused the load to fall off considerably.

attends home service conference

The Hotpoint Annual Home Service Conference, held in Chicago August 18, 19, and 20, proved an inspiration to Mary Lena Nall, Beaumont Home Economist, as the program was tied around talks of such notable persons in the home service world as Mrs. Ralph Borsodi, editor of "Dough in the Range", Elizabeth C. Woody, Foods and Equipment Editor of McCall's magazine, Katharine Fisher, Director of Good Housekeeping Institute, and Mary Davis Gillies, of McCall's magazine. Among the demonstrations of electric cookery, one of the most outstanding was given by a blind girl, Miss Gretta Griffis, which illustrated the value of safety, ease and accuracy of electric cookery.

From Chicago, Miss Nall went on to Detroit, where she was entertained by the Electromaster, Inc., with a trip through the factory.

Eliza Bryan builds Beaumont's first electric kitchen apartments

The good looking red-faced brick apartment house, with green glazed tile roof, now under construction at 2580 McFaddin, is Beaumont's first apartment house to have all-electric kitchens. The proud owner is Eliza Bryan, of the accounting department, who with her mother, will occupy the spacious second-floor apartment, while the four efficiency apartments downstairs will be rented.

All apartments are completely equipped with electric ranges, refrigerators and water heaters, which are in keeping with the beautifully designed woodwork and decorations of the place.

SEPTEMBER PLAIN TALKS

here and there

Continued from page 5

STENO—

Charlyne Wheeler, claiming she'd never been anywhere before, tried to make up for it all in one vacation—to Colorado, Kansas, New Mexico, and Oklahoma . . . Imogene Davis will vacation with her folks in Henderson, Texas . . . Nellie Rae McManus visited relatives in Mississippi.

ADVERTISING—

Vacations: Julia Peterson to Houston, Galveston, and Navasota, for a week in July . . . K. E. Sutton, July, with Leo Singleton, "roughed it" for a week at their farm near Woodville . . . Jack Gammage to Florida for two weeks in August. . . Brice and Mrs. Pettie, last of August, to the Centennial and to Denton to visit his folks.

Friends of Mrs. K. E. Sutton are glad to know that she is able to be about again after a recent appendicitis operation.



ACCOUNTING—

The J. Linnehans spent a delightful vacation in Wayland, Massachusetts, with Mr. Linnehan's family, going from there to Boston. Jimmie says he visited the Ambroses as well as the Harvey Pintsches and they all sent regards to Beaumont friends.

The R. O. Jacksons motored to Oklahoma City, joining his mother, from Seattle, Washington, for a family reunion there, then on to the Centennial. Mrs. Jackson returned with them to Beaumont where she will visit for a while.

Beaumont general storeroom records have been centralized in the main office and Frank Maida has been brought to the accounting department to look after this work. . . Lettie Long has taken Shirley Laughman's place as comptometer operator, Shirley having resigned August 28. . . John Kennedy and Ray Pace

Continued on page 7

... mist and fog

here and there

Continued from page 6

are newcomers to our department. . . Joe Talbot is a new bill deliverer. . . Auditors from Messrs. Lybrand, Ross Bros. & Montgomery, of Houston, were in Beaumont for a few days making the usual examination of company records. . . Lots of folks in our department have taken vacations since the last issue of Plain Talks. The Lyndon Futches and Mortimer Merchants enjoyed a big time together down at Gilchrist; W. O. Murchison to San Antonio; the E. H. Pintches to Alvin; Dorothy duPerier to New Iberia; Virginia Lightsey to Camp Cozy at Village Creek; Jake Haxthausen to Lake Charles; and Centennial visitors were B. J. Harrop and W. V. Faver.



—BOOKKEEPING

The H. V. Scanlons drove to Dallas, Fort Worth and Mineral Wells for their vacation. . . "Rhythm on the Range" was Margaret Parish's vacation theme song. Breathlessly she came back with a description of a "horseback ride without a horse"—but it was really a very nice ranch up in Menard, Texas, with plenty of horses, once she calmed down! . . . The Harry Raffertys to Virginia, New York, Carolinas, and lots of other interesting places, according to numerous postcards received by the bookkeeping department. . . Jerry Nelms resigned as of September 1st after working with us for a number of years. He has gone into the lumber business with his father, and carries with him the best wishes of his many company friends for his success.

—BILLING

Bernice Sterling is vacationing in Houston and Silsbee.

Mary Dewey to Houston and Dallas. While in Houston visited Mrs. Fred Rousseaux, former employee of this department. . . Margaret Hogan to Centennial and to visit family in Houston. . . Bernice Sterling left September 1, to visit friends in west Texas. . . Denny Taylor was transferred from billing to accounting department work, and Lloyd Clemments

Continued on page 8

Here's another chapter on automobile safety, from the splendid little booklet, "We Drivers", Chapter III.

* * * *

So long as there is light we may skip around at a lively rate over this old globe of ours. We may span oceans in surprising time. We may cross the continent from sun-up to sun-down.

But every now and then Mother Nature decides to put us in our place, and of all of her devices to make us slow down, none is more effective than mist and fog.

Now we may not have to contend with fog and mist very frequently, but we're bound to now and then, and when we do, it can cause us a lot of annoyance and trouble.

When a good heavy fog comes—on land, at sea, or in the air—everything that moves, moves with caution. The ocean liner slows down several knots an hour. Lightships signal, buoys sound and foghorns boom. Airlines ground their planes and cancel trips. Even trains on tracks reduce their speed—and we drivers on the highways, too, must make our way cautiously through that baffling screen. For one thing is true. In spite of all our progress, transportation still depends on pairs of eyes in human heads.

Scientists who have studied fog, say that it is composed of tiny drops of water. These drops are so small that they hang in the air, and so close together that light can hardly get through them. Instead, these little drops act like tiny convex mirrors. When we try to pierce them with a beam of light, a great deal of it is thrown right back at us, so the effect is just like a great, gleaming white curtain in front of us.

Experienced drivers say that the first thing to do is to get our lights right. The main thing is to direct the beams downward. If we have them shining straight ahead, those little mist-drop mirrors reflect the rays back in our eyes. But if they are pointing downward, the rays are deflected toward the road.

Then they say it's a good idea to guide by the road edge at our right, and if we have a spotlight on our car, to focus it right on that road edge, close to the front of the car, so the edge will be clearly lighted. But we have to keep a good weather eye ahead, too, because fog veils more than the road. It hides not only things on the road but such things as roadside warnings of curves and hills and intersections. Even the traffic light's red and green signal rays have the same hard time that our headlights do getting through that

Continued on page 11

here and there

Continued from page 7

has become a new member of the department in his place. . . We will miss Jimmie Dyke in the stencil department, but are glad that he is going to attend Texas University.

PURCHASING—

Mrs. Izene Rouse left the purchasing department September first to accept a position as teacher in the Hebbronville, Texas, school system. Izene has endeared herself to the Gulf States family, who wish for her success in her new assignment. . . Mrs. Imogene Gray has been transferred from the A. R. J. record desk to the purchasing department to take over the duties of Mrs. Rouse. . . J. P. French spent his vacation chasing the 'elusive fish' (Orrick description) and enjoying the company of his pretty little daughter. (Mr. French claims that he had quite a nice catch to prove that the fish were not 'elusive', as far as he was concerned!)



MERCHANDISING—

The Pat Bishops had a most enjoyable vacation touring Louisiana, Mississippi, Alabama, Tennessee, Kentucky, Missouri, Oklahoma, Indiana, Illinois, Kansas. Visited friends and relatives along the way, and on their return trip stopped at the Centennial. What a vacation! . . . Connie Winborn was a Centennial vacationer (Yes, he took in the Streets of Paris) and also spent some time with friends and relatives in Madisonville. . . The Jack Connaughtons spent a week in Dallas and around looking over the sights. . . Lt. T. A. Sam Houston left August 22 for Camp Bullis in San Antonio, where he was in training for two weeks. . . Luther Mosier vacationed in and around Orange. . . On the salesfloor, Elizabeth Golemon, a favorite former employee, returned to relieve Dorothy Futch and Louise Kelley, during their vacations.

PRODUCTION—

We welcome two new employees from far away Philadelphia—G. H. Smith and S. W. Scigousky, who came to Neches during July to learn to be good power plant operators. We are also glad to have H. G. Fitzgerald who was transferred from the Port Arthur plant. . . The smiling face of Bill Terrell was a welcome sight around Neches the latter

Conroe employees

Continued from page 4

home" at a recent safety meeting of Humble Company employees in Conroe.

In making a comparison of the two installations, Mr. Hereford explained that the majority of old homes have the wiring shown at the left, No. 14 R.C. wire, an open knife entrance switch, plain open type rosette and an old type brass key socket. The kind of convenience outlet usually used with this type of installation, is also shown. He explained that with this kind of wiring, there is danger of shock when the customer opens the main switch, turns on the key socket at the drop cord, or uses the open type receptacle. He also mentioned the chance for a worn lamp cord blowing a fuse, and warned against replacing fuses with pennies as it is very apt to cause a fire.

The board at the right, he explained, is an example of a job approved by the National Electrical Safety Code, now installed in all new homes. No. 8 wire, which will carry a much heavier load is used instead of 14. Flipons do away with the fuse, thereby eliminating shorts and fire hazards. In this case, mounted ceiling lights are controlled from a wall switch. This eliminates the danger of shock and extends the life of the globe. With this installation, it was suggested that a double convenience outlet be used. The importance of wall switches in bathrooms and cement-floored rooms was stressed, but where impossible, the key sockets should be of porcelain or bakelite, not brass. The modern installation provides for heavier loads and also insures proper voltage.

part of August. Bill was taking a vacation from his job with the Tampa Electric Company and visiting home folks.

Vacations—J. C. Tucker to Hamilton; R. H. Henckel to Galveston; O. K. Baxley to East Texas and Dallas Centennial. At Neches station, vacations were postponed temporarily while the big rush of putting out kilowatts was with us. . . W. A. Grossie, substation operator at Tevis Street station has been transferred to Lafayette, La., as operator there. H. C. Zabriskie came from Neches to Tevis Street to replace him. . . G. R. Fulton left early in August for Boston to remain for several weeks doing some special work for Stone & Webster. Mrs. Fulton and Peggy accompanied him as far as Richmond, Va., to visit relatives. Mrs. Fulton was operated on for appendicitis on August 20, and is doing nicely. . . Why were all the boys at Neches so dressed up the last Thursday in August? Sure, all the lady friends in the company came out on that day to learn what we do in making the great public necessity, light and power!

Continued on page 10

credit union statement

... shows progress

Since our last public appearance in June Plain Talks, "credit union stock" has gone skyward. Using that term in its broadest sense, we mean credit union activities, increased membership, greater services, acceptance by its members as an indispensable cooperative movement.

The fact that no membership drive has been

made, and still approximately eighty-seven new members have come into the fold is the best evidence that the value of the credit union is appreciated by company employees.

It may readily be seen, from the financial statement appearing below, that our credit union has a strong foot-hold already, and is steadily growing.

FINANCIAL AND STATISTICAL REPORT

BALANCE SHEET

ASSETS	
Loans	\$11,961.32
Cash in Banks	1,853.51
TOTAL	\$13,814.83

LIABILITIES	
Shares	\$13,440.50
Reserve for Bad Loans	119.05
Profit and Loss	255.28
TOTAL	\$13,814.83

STATEMENT OF INCOME AND EXPENSES

EXPENSES	Month	Year
Stationery and Supplies		1.25
Miscellaneous—General		4.00
Trans. to Reserve—		
Bad Loans	\$ 5.05	119.05
Profit	103.78	255.28
TOTAL	108.83	379.58

INCOME	Month	Year
Interest on Loans	\$103.78	\$260.53
Entrance Fees	5.00	119.00
Fines05	.05
TOTAL	\$108.83	\$379.58

STATISTICAL REPORT

LOANS	No.	Amt.
Made this Month	49	\$3,790.00
Repaid this Month		1,873.59
In Force at End of Month	215	11,961.32
Loans since organization	259	16,481.50

SHARES AND MEMBERS	
Paid in on Shares this Month	\$ 2,015.50
Withdrawn on Shares this Month	18.00
Paid in Since Organization	13,402.50
Withdrawn since Organization	38.00
New Members this Month	15
Total Members End of Month	475
Total Members Since Organization	487

For the benefit of employees who would like an explanation of this statement, let's go into the figures a little further and see what they represent.

We'll start with the Shares account, which shows a total of \$13,440.50. This figure represents the savings of 475 employees for a period of five months, an average of \$28.30 per employee. Would this saving, in the majority of cases, have been made if we had not had the credit union?

The Reserve for Bad Loans account shows a credit of \$119.05, made up of the 25c entrance fees and fines collected, which amount is held to take care of any possible bad loans.

The Profit and Loss account, which shows a credit of \$255.28, represents the net profit which the credit union has realized since its beginning, through August 31. This amount, after adding the earnings for the remaining four months of the year, will be available for distribution to the stockholders, except for the

20 per cent which must be held in the Reserve account.

Now let's take a look at the Loans account. \$11,961.32 is in the hands of various employees, in the form of loans, and is drawing interest at the same time, for the stockholders. Cash in Banks amounts to \$1,853.59, which is available for loans. You can readily see that there has been a great demand for cash money, since all but fourteen per cent of our total funds paid in, has been loaned.

Under the Statistical Report, you will notice that the total amount loaned since organization amounts to \$16,481.50, of which the \$11,961.32 is a part. This amount has and is serving 259 employees in relieving them of old and pressing debts, or for operations, or hospitalization for members, or their families. Most of the recent loans have been made to cover doctor and medical bills. The consolidation of various small debts came next, and vacations third.

here and there

Continued from page 8
ENGINEERING—

Among the vacationists in the engineering department who enjoyed the Centennial at Dallas and Fort Worth were C. R. Goodman, Dan Poulson, I. S. Pevoto and C. M. White. . . I. S. Pevoto also made an extensive tour of Texas and Mexico, visiting such places as San Antonio, Del Rio, El Paso, Carlsbad Caverns and Juarez, Mexico. . . R. B. Cruise reports a very enjoyable week, spending several days at Camp Mitigwa and then journeying to Galveston with his family to enjoy a few days of surf bathing. It is reported that he is now wearing a new moustache—but that remains to be seen! . . . E. Bernice Blanchette, July 5 to 12, San Antonio—August 23 to 30, Dallas and Galveston. . . Joe Henry to visit his mother at Melrose, La., also to Baton Rouge and New Orleans. . . Perry Wiggins, better known as "Chief White Fox" has been transferred from blueprint operator to draftsman and Q. D. Langston has taken charge of the blueprinting. . . M. M. Fitch is a new member of Survey Party No. 2.



DISTRIBUTION—

A. W. Baird, from New Mexico A. & M., became a student engineer with our company July 20th. . . John W. Hull left August 1 to accept a Second Lieutenant commission in the regular army at Fort Sam Houston, Texas. . . F. R. Smith visited in New Mexico and other points west during his vacation. . . Hubie Braunig entertained his father, H. J. Braunig, from Hallettsville, for a week in August. . . A. L. David, student engineer from Navasota division, was transferred to Beaumont distribution department July 23. . . Mr. Potts is entertaining his son Oliver, who is on six weeks' leave from the Navy.

IN THE METER DEPARTMENT—

L. E. Roberts vacationed in California and points west. Also went to Fort Worth. . . G. S. Stobart to Galveston, Voth, and Loeb, Texas. . . E. R. Rollins spent his vacation in Beaumont. . . F. W. Jones to Dallas, Pikes Peak, Denver, Yellowstone National Park, Salt Lake City, Zion National Park, Grand Canyon, El Paso, San Antonio. . . W. H. Brader to Dallas and Joplin, Missouri. . . Bubba Stahl spent his vacation riding horses and punching cattle. . . E. B. Block to Livingston, Texas. . . C. W. Ingraham went to Michigan. . . Friends of

rural extension

Continued from page 2

The communities of Hamshire, China, Hankamer, Peoples-Johnson-Conroe, the Mumford Road, the town of Fannett, East Gate Road out of Dayton, the town of Singleton, the Evadale Road out of Vidor, the Orange-Mc-Lewis territory, near Orange, and many other smaller communities are now receiving electric service. Similar work has been underway in Louisiana where rural extensions of the new type have been made on the Arnaudville-Grand Coteau road, along the old Spanish Trail near Midland, along the Evangeline and Basile road, on highways between Erath and Abbeville and Lafayette and Scott.

Thus by applying our new design of rural lines, it has been possible to reach out and serve these various small communities and these four hundred and fifty-five customers, who now have all the conveniences that our electric lines can bring them.

A. E. Read will be glad to know that he is able to be back on the job again after several months' absence. . . W. A. Mangum, line-man, resigned to accept a position doing construction work with the new Atreco Refinery. . . A. G. Mashburn and family spent the last half of July vacationing in Mississippi, Alabama and Florida. . . The J. H. Hills made a trip the latter part of July to the Texas Centennial at Dallas. . . T. H. (Snooks) Lindsey spent his vacation quietly around home and on the creeks fishing up in Tyler County.

Liberty division

HULL—

This hot weather is good for some things—it moves refrigerators, fans and ranges. . . Mrs. Rhea Hudnall, who is visiting in Fort Worth will be joined by Mr. Hudnall for his vacation. They will attend the Centennial, also spend some time with his mother. . . V. L. Beagle spent his vacation in Beaumont, Port Neches and fishing. While away, he was relieved by I. C. Moore.

LIBERTY—

Mr. and Mrs. Granau, and daughter Betty, enjoyed part of their vacation at the Centennial. Friends will be glad to hear that Betty has almost completely recovered and is now able to walk without crutches. . . The K. P. Brocks left August 24 for San Antonio where Mrs. Brock visited while Mr. Brock was on active duty with the 360th Infantry Reserve at Fort Sam Houston. . . Mrs. Guy Devore (Tennie) vacationed at the Centennial in

Continued on page 11

mist and fog

Continued from page 7

strange haze. In fact, in a good heavy fog, the best we can do for our vision is none too good. And the main thing is to slow down. The ships have to do it, the trains have to do it, and we have to do it too. If we don't make up our minds to that, they tell us the best thing we can do is to pull off the road, or if we have not yet started out, we had better just stay home.

But seeing in fog and mist is only half the story. We not only have to SEE, but we also have to BE SEEN. Our headlights properly adjusted are strong enough to do their duty in pointing us out to people coming from the opposite direction. And, in addition, some drivers use their horns like foghorns by giving a toot every now and then. But another thing we have to think of is to be sure drivers behind us see us. That's why it's so important to have our stop-signal and tail-light working when we're driving in fog. And so it's a good thing to make sure that these lights are working and to wipe off those little red glasses if they happen to be covered with mud. If the weather's clear and our tail-light has gone out, the other fellow's lights may point us out fairly well. But if his headlights are fighting fog, they can't do much to protect us.

So, when all is said and done, driving in fog is just a matter of having our headlights and tail-lights right and being a little more careful. If we do that, we can drive our cars safely, even through Nature's stubborn obstacles of mist and fog.

Liberty division

Continued from page 10

Dallas and Fort Worth. . . We are proud of Ellis Taylor the first D. R. to make his year's bogie. Nathan Gray is trying hard to come up with a close second so that the Liberty territory will really be well represented.

—ORANGE

There's one thing about Orange employees, they all sought new scenery for vacations. Caleb French enjoyed a visit around San Antonio and Medina Lake. Frank Delage went to Yellowstone National Park; C. M. Fleming to Dallas and Colorado; Maxine Hunt to Houston; E. L. Nance to El Paso; W. R. Callahan to Cow Creek; R. D. Godwin to Marlin, and G. C. Strickland to Dallas, and Monroe, La. . . J. R. Peckham came over to relieve the cashier during vacation.

here and there

in Port Arthur

—MERCHANDISING

Some say that F. T. Hargrove vacationed in his native haunts around Iola, Texas—but he doesn't say. . . George Minton just returned from a trip to Pikes Peak, and various points in New Mexico, taking in the Centennial on the side. He says he's glad to be back to the good old "flat country"—too many mountains up there for him! . . . Joe Hatley (from Laredo) visited around Texas. . . Leroy Johnston left without a forwarding address—believe he's fishing. . . Sam Umphrey, being patriotic, spent his time at camp at Palacios. Said he had the best time he ever had on a "camping trip". . . Rufus Manley is enjoying the big city of New York. Will be gone about three months taking a special course. . . Forrest Elkins from the accounting department, is now one of the 'Commercial Gang' on the sales floor. . . W. M. Ingwersen, of Nederland, is a new district representative. . . The W. E. Dinkins family drove to Huntsville for a vacation and spent several days at the Centennial.



. . . Anne Grove and Hy Eden left August 28th for a fifteen day cruise to Panama—were they excited! . . . Bzzz, bzzz-z-z and whisper, whisper! Paul Baker and Luke Levesque were caught moving to a house on Twelfth Street—just how long it will be before Paul's interest in that household will be replaced with "feminine" atmosphere is the question! And that's where the whispers come in! . . . A novel idea was introduced among Port Arthur Sales folks. During August, when the company was campaigning ranges, water heaters and roasters, four heads of other departments, Merrill, Davis, Phillips and Gideon, were chosen as leaders of different teams of the boys in competition with one another on sales for two weeks of the campaign. The winning team, Phillips', was honored by the other three, wives and lady friends included, with a fish or chicken dinner

Continued on page 12

here and there

Continued from page 11

(your choice) at Breeze Inn, on McFadden Beach. Everybody had a good time, and the idea worked so well it will probably be used again soon.

ACCOUNTING—

The accounting department welcomes two new members—Miss Loraine Spence, switchboard operator, and S. F. Timmerman, bill deliverer. . . Vernon Bodin is now in the Cashier's cage replacing Buck Elkins. . . Fred Davis has returned from a camping trip in Louisiana. The Davis' vacation ended rather abruptly. Fred said he had a toothache, but he can't fool us, he thought that his "Kool Kitchen" team won the dinner. . . We are wondering why Thelma Caughlin is vacationing at home this year—What's the attraction, Thelma?



DISTRIBUTION—

The F. W. Merrills spent several days at "Gunns Camp" on the Calcasieu River near West Lake, La., as the guests of the Fred L. Davis'. Forrest said that it wasn't the directions that Fred gave him that got him to the camp but just his good judgment. . . The G. L. Haglers spent several days in Dallas and Fort Worth. Jake said that after seeing the "Streets of Paris", "Streets of All Nations," and "Sally Rand" that women in clothes were a treat and you looked twice. . . See C. M. Schildnecht about where to buy fine liquors - - something about a "sucker list". . . Mr. and Mrs. G. H. Hawkins have moved to their new home on the Lewis Road—everyone is invited to come for Christmas Dinner—and bring the duck. . . Y. L. Hughes spent his vacation in training at Palacios, with the 111th Engineers. Mr. Hughes was glad to get back to Port Arthur where he could sit under a cool fan and sleep in a comfortable bed after having to walk in the hot sun and sleep in a "pup" tent at night. . . L. K. Bankston spent his vacation in "Louisiana". . . G. A. Atkins of the Port Arthur Garage is off to "parts unknown". . . P. E. Welch spent his vacation building a house on his farm in East Texas. . . Ask Pop Jordan how it feels to go "90 miles an hour" on a surf board and turn a curve real fast and fall off on your stomach! . . . L. L. McClelland of the Line Department came back to work after being off for about



two months, due to an accident. . . R. A. Mitcham and R. G. Egger, linemen, resigned during August. . . W. H. Stoevers spent his vacation in Houston, Galveston and other cities of Texas.

LAKE SIDE POWER PLANT—

S. J. Guidry, relief operator vacationed with relatives in Texas and southern Louisiana. . .

R. A. Landry, resigned during August to accept a position as maintenance engineer with the Virginia Electric and Power Co., at Roanoke Rapids, North Carolina. We all join in congratulating him on his promotion and wish him the best of success. . . E. W. Swinney has been transferred here from Neches power plant.

in Louisiana

LAKE CHARLES—

Friends of Mr. and Mrs. Bill Gieseke were sorry to learn of the death of their small daughter, who died suddenly in New York while they were enroute to Lake Charles for a visit with Mrs. Gieseke's parents. Mrs. Gieseke will be remembered as Miss Jennie May Reid, employed for some time in the Lake Charles office. . . Miss Docia Moore, of the Texas division, was relief cashier during vacations both in Lake Charles and Sulphur. . . Vacation notes: La-moyne Goodwin to officers' training camp in Atlanta, Ga. . . Raymond Bruce to National Guard training camp, Chattanooga, Tenn., with Jennings Cavalry. . . Howard Brown to Mexico City. . . George West to Philadelphia. . . Pat Barras to New Orleans. . . Ruth Landry to San Antonio and Kerrville. . . Al Newlin to New Orleans and other gulf coast points. . . May Thomson to New Orleans. . . Yvonne Fournet to Galveston. . . H. A. Vaughn to Army Camp in Atlanta. . . J. R. McCann to C. M. C. T. camp in Alexandria. . . W. A. Sherman traveled with his parents who visited him from Washington. . . R. Bruce Putnam, storekeeper, resigned during July to accept a similar position with the Frick-Reed Company in Houston. . . I. L. Goen has returned from Bryan, Texas, where he was called on account of the death of his father on Saturday, August 22. . . Howard and Harvey Brown also lost their father during the latter part of July.

Continued on page 13

here and there

in Louisiana

Continued from page 12

—LAFAYETTE

Welcome to our new line foreman, A. A. Adams, and to W. A. Grossie, transmission substation operator. . . A. E. Ledoux resigned to take a job with El Paso Electric Company. . . J. L. McCrary and family left on the 26th, for Hot Springs, Ark., where Mc went to take his annual bath. . . Other vacations: The F. B. Sonniers to Ville Platte, La., the George W. Halls to Sour Lake, Texas; the E. A. Comeaux' to Port Arthur and Galveston, Texas; the Kelly Powells to Cheneville, La., and Texas Centennial; the V. S. Dugas' remained in and around Lafayette; the R. J. Heinens to Houston, Texas, and Lake Arthur, La.

in Navasota division



Vacations: The Merriams to the beach at Galveston. . . M. W. Taylor, of the Substation Crew, to south Georgia on August 15. . . Pat Griffith, of the substation crew, says he never caught so many fish as he did while vacationing at Medina Lake, near San Antonio. . . Ethel Doan, August 15, Louisiana and Beaumont. . . Frances Herbst to west Texas and the Centennial in Dallas. . . Dacia Moore was transferred to the Beaumont Division, and Ethel Doan has assumed Miss Moore's duties at the Navasota local office. . . Dorothy Dyess is a new employee in the Navasota Division Office, taking over the duties of Miss Doan.

John W. Brady has been elected President of the Navasota Golf Club and is pepping things up as the club is holding its first tournament, for several years, this week.



—CALDWELL

Hubert Bruns, Caldwell service man, is in the St. Joseph Hospital, Houston. Last report he was doing nicely. . . A. A. Adams, who has been doing temporary service work at

Caldwell in the Navasota Division has been transferred to Louisiana. His new job is line foreman, with headquarters at Lafayette, La. . . Fred Armstrong, lineman out of Ed Ward's crew is "shooting trouble" in Caldwell now.

—ALVIN

The Houston Lighting & Power Company is building a new sub-station north west of town, to give us in-coming service from two directions, in the hopes of reducing lightning "Out-ages" which have given us considerable trouble in the past. . . The Alvin force is elated over the presence of a "Heavy Gang" here for the purpose of putting in a new street lighting system. We have waited and hoped a long time for this. . . T. S. Walker (in spite of being bit by a customer's dog while reading meters) drove to Florida to bring his wife and children home. They have been spending the summer there with Mrs. Walker's mother. . . Mr. and Mrs. H. E. Braunig were callers at the Alvin office recently. We see "Hubie" every once in a while and wish he would bring his nice wife with him oftener. . . The "Tail Twister" of the newly organized Lions Club at Alvin, fined our Superintendent many dimes for not singing at their first luncheon—(whether he could or couldn't—so, the weird noises you hear now and then from the back room, are just the practicing of hymns before the next meeting.

—HUNTSVILLE

Vacations and places: Ruth Lee to Dallas and other points to visit her brother who is with Isham Jones' Orchestra. Mrs. R. M. Andrews relieved Miss Lee. . . Jim Cates, service man and electrician,—sleeping late and resting at home. Occasionally went fishing. . . J. E. Raynor, line patrolman to Oklahoma, Dallas and Carlsbad Caverns in his new Plymouth. . . Gean Cawthorne, line foreman, to the Carolinas and points near the Atlantic Seaboard. Hopes to see Gus Hollinshead at Suffolk, Va. . . Mrs. Gus Hollinshead is visiting her parents here. Reports Mr. McChesney visited them in Suffolk to talk over the good old G. S. U. Co. days. . . Marcus Andrews sold a range to a customer and two weeks later the thirteen-year old daughter was a master of cake baking. She proved it by bringing Marcus a delicious sample of one of Miss Schow's recipes.

—MADISONVILLE

Hurshel Rowe, of Huntsville, has taken over the duties of service man at Madisonville.

6931

New SEPCO IS MORE ATTRACTIVE THAN EVER



The modern design is only one feature of the new model Sepco that is winning approval. Beautifully streamlined, this electric heater adds to the attractiveness of any kitchen. There are no protruding gadgets to collect dust. It needs no attention for it is fully automatic. It needs no flue. Tell your friends to see the new Sepco and to investigate the advantages of electric water heating.



A BARGAIN EVERY TIME YOU PRESS THE BUTTON